

RJ REYNOLDS

TOBACCO COMPANY

October 24, 1996

J. Campbell
Promotional Coordinator

150 Lawrence Bell Drive
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#1622 / J. LEONARD / D. ECKARDT
#1623 / E. KIGHT
#1626 / K. JURGENSEN
#1638 / R. BURROWS

DORAL INSERT PROMOTIONS / MEGA OUTLETS

Dear Managers:

Due to realignment, we have an additional 20 SKUs of *December Inserts* (item #516995, packed @ 110/SKU). Therefore, each Division has been allocated an additional 5 SKUs of inserts.

I am attaching a copy of our current mega outlets designated to participate in this promotion. Please review this list and either add additional stores or increase existing SKUs quantities in order to utilize these additional SKUs, and E-Mail or Fax your changes to my attention prior to October 30th so that this promotion can be handled within our year-end timeframe.

Thanks for your help, and if you need additional information let me know.

Sincerely,



J. Campbell
Promotional Coordinator / 1610

/jc

cc: S. MacLeod
Division Managers

51861 9170

REGION 16XX MEGA OUTLETS

MEGA OUTLETS

ATTN: Retail Managers/ Review, update and return to J. Campbell by 10/30/96

DECEMBER DORAL ONSET PROMOTION (#601797) FOR HI-VOLUME MEGA OUTLETS

LIST WILL BE MAILED TO RETAIL REPS WK OF 11/4/96; ONSETS WILL SHIP TO REPS 11/20/96
P.O.S. KITS (#517004) WILL BE SHIPPED TO STORES THE WK OF 11/25/96.

DO NOT UPDATE ACTIVITY IN POSETS / ROU WILL ENTER ACTIVITY.

Sales Rep Territory	Retail Rep Territory	S/S #	Account Name	Account Address	City	State	
5 ADDITIONAL SKUs HAVE BEEN ALLOCATED TO #1622 - ADD STORES OR INCREASE EXISTING SKU AMOUNTS							5
162204	162223	819485	ROBS COUNTRY MKT, INC	RT. 11	GREAT BEND	PA	
162204	162223	651111	FAMILY FARM	106 MAIN ST	SUSQUEHANNA	PA	
162204	162223	635914	SMOKIN JOES TOB SHOP	SR 171	SUSQUEHANNA	PA	
162204	162226	621026	DAHULICH DIST. INC.	DBA WOLCOTTS BEV&TO	ENDICOTT	NY	
162205	162230	641087	ONONDAGA NATION	DBA FIREKEEPERS DINE	NEDROW	NY	
162205	162230	477231	ONONDAGA NATION	DBA KEVIN BUCKTOOTH	NEDROW	NY	
162206	162236	700217	ONEIDA NATION SMOKE	RT 46 & TERRITORY RD	ONEIDA	NY	
162206	162335	474918	WEST SIDE DINER	607 VARICK ST	UTICA	NY	
162208	162220	422035	PIKES CREEK BEVERAGE	RR 3 BOX 141	HUNLOCK CREEK	PA	
162209	162223	469492	TOBACCO ROAD I INC	BOX 704	MAYFIELD	PA	
162209	162223	660922	DISCOUNT TOBACCO	1129 MAIN ST	PECKVILLE	PA	
162209	162225	646088	TOBACCO ROAD 111	RT 590	HAMLIN	PA	
162209	162225	584016	TOBACCO ROAD 11, INC	BOX 3	HONESDALE	PA	
162209	162225	687425	TOBACCO RD IV	MT POCONO PLAZA	MT POCONO	PA	
1622 Total							61

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Sales Rep Territory	Retail Rep Territory	S/S #	Account Name	Account Address	City	State	51861 9172
5 ADDITIONAL SKUs HAVE BEEN ALLOCATED TO #1623 - ADD STORES OR INCREASE EXISTING SKU AMOUNTS							5
162302	162320	657371	BEVERAGE KING	RTE 4A	BOMOSEEN	VT	
162302	162320	452987	EZ DUZZIT	75 SARATOGA AVE	SOUTH GLENS FA	NY	
162302	162320	494957	POULTNEY CASH MARKET	37 MAIN ST	POULTNEY	VT	
162302	162325	114564	BILLMONT'S COUNTRY ST	RT 8	STAMFORD	VT	
162302	162325	114561	NEXT DOOR	RT 7	POWNALE	VT	
162302	162325	623997	SHORT STOP VARIETY	MAIN STREET	BENNINGTON	VT	
162302	162325	399687	MARTIN'S MINI	MAIN STREET	BENNINGTON	VT	
162302	162325	114544	SMOKERS DEN	HUNT STREET	BENNINGTON	VT	
162302	162325	386834	NO. BENNINGTON VAR.	BANK STREET	NO. BENNINGTON	VT	
162303	162322	619977	COUNTRY FEED STORE	ROUTE 30	AMSTERDAM	NY	
162303	162324	130283	BEEBE'S SERVICE STA	1000 CURRY RD	SCHENECTADY	NY	
162303	162334	177253	NAIFS GROCERY	251 N MAIN ST	GLOVERSVILLE	NY	
1623 Total							53

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5 ADDITIONAL SKUs HAVE BEEN ALLOCATED TO #1626 - ADD STORES OR INCREASE EXISTING SKU AMOUNTS							5
162601	162626	363986	HANK'S SMOKE SHOP	GARLOW ROAD	LEWISTON	NY	
162601	162626	349196	JAY'S	5446 WALMORE RD	LEWISTON	NY	
162601	162626	422076	NO BLANKET	2400 UPPER MOUNTAIN	SANBORN	NY	
162601	162626	303562	SMOKIN' JOES #1	2293 SAUNDERS	SANBORN	NY	
162602	162622	197949	JAN'S TOBACCO SHOP	383 BLOOMINGDALE RD	BASOM	NY	
162602	162622	598116	T.P. DELI & FUEL	837 BLOOMINGDALE RD	BASOM	NY	
162602	162622	526968	THE REZ / INDIAN RESV	986 BLOOMINGDALE RD	BASOM	NY	
162606	162623	509388	ROSEINES	1832 BUSH RD	GOWANDA	NY	
162606	162628	673510	OIL SPRINGS CORNER	W SHORE RD	CUBA	NY	
162606	162628	368567	KEN'S SMOKESHOP	2001 ROUTE 219	LIMESTONE	NY	
162606	162628	341824	HOAG'S SMOKESHOP III	685 BROAD STREET	SALAMANCA	NY	
162606	162628	482404	KENS LOCAL SMOKESHOP	7 MAIN ST	SALAMANCA	NY	
162606	162628	328435	OJ'S SMOKESHOP	PO BOX 160	STEAMBURG	NY	
162606	162628	665431	ANTONES II	CENTER & BROAD ST	SALAMANCA	NY	
1626 Total							61

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5 ADDITIONAL SKUs HAVE BEEN ALLOCATED TO #1638 - ADD STORES OR INCREASE EXISTING SKU AMOUNTS							5
163802	163821	230124	BOTTOMS UP	ROUTE 12	FITZWILLIAM	NH	
163802	163821	643587	CHAS GEM	RTE 10	WINCHESTER	NH	
163802	163822	103182	THE COUNTRY MILE	RT 31	GREENVILLE	NH	
163803	163821	707369	T-BIRD	RT 109	HINSDALE	NH	
163805	163820	064556	FOODS PLUS CONV.	ROUTE 125	PLAISTOW	NH	
163805	163820	346403	POST TIME	375 S BROADWAY	SALEM	NH	
163805	163820	103056	TEXACO PAYSAYER	531 S. BROADWAY	SALEM	NH	
163805	163820	103059	BUTCHER BOY	RT 28	SALEM	NH	
163805	163820	702662	SIGNAL ST VARIETY	RT 125	PLAISTOW	NH	
163806	163826	677682	CASE N KEG LACONIA	JEFF MORIN ENTERPRISE	LACONIA	NH	
163807	163823	490714	ANDY'S STATELINE	83 RIVER RD	HUDSON	NH	
163807	163823	572626	AYOTTES STATELINE	100 RIVER RD	HUDSON	NH	
1638 Total							
Grand Total							